

IN THE CLAIMS:

1. (Currently Amended) A method for displaying paint color samples in a two-dimensional physical display unit, comprising:

selecting a first plurality of paint colors;

placing the selected first plurality of paint colors on a first plurality of physical paint color sample cards, ~~with only one color per each physical sample card;~~

~~arranging the first plurality of physical paint sample cards on the display unit so that the first plurality of paint colors are arranged according to groups of different hue and chroma so that with the paint colors on the physical paint sample cards gradually vary varying in hue, in a first direction, and gradually vary varying in chroma, in a second direction; and~~

arranging one or more color combination paint sample cards adjacent to each group of different hue and chroma physical paint sample cards, each color combination paint sample card containing a plurality of paint samples having the same base hue as the hue of the group it is adjacent to, and a picture of a building or a room painted with the plurality of colors on the color combination paint sample card.

arranging one or more color combination physical paint sample cards adjacent to the first plurality of physical paint sample cards, each color combination paint sample card including the color of one of the first plurality of physical paint sample cards it is adjacent to and one or more complementary colors.

2. (Currently Amended) The method of claim 1 further comprising: wherein the size of the paint sample on the combination paint sample card varies in size according to the area painted in the picture with this color.

defining a plurality of color categories based on color hue angles; and
placing the physical paint sample cards in one of the plurality of different color categories;

wherein, within each color category, the physical paint sample cards are arranged according to the hue and chroma of the paint colors therein.

3. (Currently Amended) The method of claim [[2]] 1 further comprising:
adding a second plurality of physical paint color sample cards adjacent to a category the first plurality of physical paint sample cards, based on expert human input.

4. (Currently Amended) The method of claim [[2]] 1 further comprising:
arranging the first plurality of physical paint sample cards corresponding to a color category along a column cards in columns in the two-dimensional display unit, with the most chromatic physical paint sample card placed at the top of the column, with gradually decreasing chromatic physical paint sample cards arranged below, and to the least chromatic at the bottom of the column.

5. (Currently Amended) The method of claim [[1]] 3 further comprising:
arranging a second third plurality of physical paint sample cards in groups, each group adjacent to [[the]] a group in the first plurality of physical paint sample cards, the second third plurality of physical paint sample cards having white paint of similar tint as the paint

sample on the groups of the first plurality of physical paint sample [[card]] cards it is [[next]] adjacent to.

6. (Previously Presented) The method of claim 1 wherein each of the first plurality of physical paint sample cards carries two or more paint colors of similar hue that have varying chromatic values.

7. (Cancelled)

8. (Currently Amended) A paint sample display unit comprising:
a two-dimensional paint sample card display unit adapted for displaying physical color sample cards in a plurality of columns and rows;

a first plurality of physical paint sample cards, each physical paint sample card carrying a paint color of similar hue but different chroma to every other physical paint sample card of the first plurality, the first plurality of physical paint sample cards with similar hue being arranged in a first column of the paint sample card display unit, from most chromatic to least chromatic;

a second plurality of physical paint sample cards arranged within the first column of the first plurality of physical paint sample cards, each of carrying a paint color of similar hue but different chroma to every other physical paint sample card of the second plurality, the second plurality of physical paint sample cards including a white paint color having one or more white colors of similar tint as the color of the physical paint sample card in the first plurality of sample cards that it is adjacent to being arranged in a second column of the paint sample card display unit, from most chromatic to least chromatic; and

one or more physical color coordination paint sample cards arranged adjacent to each chromatic group, the first plurality of physical paint sample cards and the second plurality of physical paint sample cards, each physical color coordination sample card including one of the colors in the adjacent first plurality of physical paint sample cards and one or more complementary colors containing a plurality of paint samples having the same base hue as the hue of the group it is adjacent to and a picture of a building or room painted with the plurality of paint sample colors on the color combination paint sample card.

9. (Cancelled)

10. (Previously Presented) The paint sample display unit of claim 8 wherein each of the first plurality of physical paint sample cards carries two or more paint colors of similar hue but having varying chromatic values.

11. (Cancelled)

12. (Currently Amended) A paint color display system to assist customers in the selection of paint colors, comprising:

a physical display unit having a two-dimensional array structure to display physical paint color sample cards;

a first plurality of physical paint color sample cards arranged in a first hue groups having different chroma region, the first plurality of physical paint color sample cards including hue colors closely related to, or the same as, each other hue in the first hue region, the physical paint color sample cards in each of the hue regions groups arranged according to either ascending or descending hue value in a first dimension, and according to either ascending or descending

chromatic value in a second dimension of the display unit; a plurality of physical white paint color sample cards having a tint corresponding to the hue of the first hue region located within the first hue region; and

one or more physical color coordination paint sample cards arranged adjacent to the first plurality of physical paint sample cards each group of different hue and chroma paint sample cards, each physical color coordination sample card including one of the colors in the adjacent first plurality of physical paint sample cards and one or more complementary colors containing a plurality of paint samples having the same base hue as the hue of the group it is adjacent to and a picture of a building or a room painted with the plurality of paint sample colors on the color coordination paint sample card.

13. (Currently Amended) The paint color display system of claim 12, wherein each physical paint color sample card in the first plurality of paint color sample cards includes one or more paint colors spanning less than a total hue range and a total chroma range of the first hue region the size of the paint sample on the color coordination paint sample card varies according to the area painted in the picture with the color.

14. (Currently Amended) The paint color display system of claim 12, wherein each first plurality physical paint color sample card carries paint color that has a different chromatic value range further comprising a second plurality of physical paint color sample cards selected on the basis of expert human input.

15. (Currently Amended) The paint color display system of claim [[12]] 14, wherein the first physical plurality of paint color sample cards have non-overlapping hue ranges relative to each other further comprising:

a third plurality of physical paint sample cards arranged in groups, each group adjacent to a group in the first plurality of physical paint sample cards, the third plurality of paint sample cards having white paint of similar tint as the paint samples on the group of first plurality of paint sample cards it is adjacent to.

16.-44. (Cancelled)

45. (New) A method of displaying paint color samples in a two-dimensional physical display, comprising:

selecting a first plurality of paint colors;

placing the selected first plurality of paint colors on a first plurality of paint sample cards;

arranging the first plurality of paint sample cards on the display unit according to groups of different hue and chroma so that the paint colors displayed on the paint sample cards vary in hue in a first direction and vary in chroma in a second direction; and

arranging one or more color combination style cards adjacent to each group of different hue and chromatic paint sample cards, each color combination style card having a tri-fold card with three separate sections, each separate section containing a plurality of paint samples having the same base hue as the hue of the group the tri-fold card is adjacent to, and a picture of a room painted with the plurality of paint sample colors on the section, each section of the tri-fold card having a picture of a different room.

46. (New) The method of claim 45 wherein the size of the paint sample on each separate system of the tri-fold card varies in size according to the area painted in the picture with this color.

47. (New) The method of claim 45 further comprising:

adding a second plurality of physical paint color sample cards adjacent to the first plurality of physical paint sample cards based on expert human input.

48. (New) The method of claim 45 further comprising:

arranging the first plurality of physical paint sample cards in columns in the two-dimensional display unit, with the most chromatic physical paint sample card at the top of the column, with gradually decreasing chromatic physical paint sample cards below to the least chromatic at the bottom of the column.

49. (New) The method of claim 47 further comprising:

arranging a third plurality of physical paint sample cards in groups, each group adjacent to a group in the first plurality of physical paint sample cards, the third plurality of physical paint sample cards having white paint of similar tint as the paint samples on the group of first plurality of physical paint sample cards it is adjacent to.

50. (New) A paint color display system to assist customers in the selection of paint colors, comprising:

a physical display unit having a two-dimensional structure to display physical paint color sample cards;

a first plurality of physical paint color sample cards arranged in hue groups, each hue group having a different chroma, the physical color sample cards in the hue groups arranged according to ascending or descending hue value in a first dimension and according to either ascending or descending chromatic value in a second dimension of the display unit; and

one or more physical color combination style cards adjacent to each group of different hue and chroma paint color sample cards, each color combination style card being a tri-fold card with three separate sections, each separate section containing a plurality of paint samples having the same base hue as the base of the group it is adjacent to, and a picture of a room painted with the plurality of paint sample colors on the section, each section of the tri-fold card having a picture of a different room.

51. (New) The paint color display system of claim 50, wherein the size of the paint sample on each separate section of the tri-fold card varies according to the area painted in the picture with this color.

52. (New) The paint color display system of claim 50, further comprising a second plurality of physical paint sample cards selected on the basis of expert human input.

53. (New) The paint color display system of claim 52, further comprising:
a third plurality of physical paint sample cards in groups, each group adjacent to a group in the first plurality of physical paint sample cards, the third plurality of paint sample cards having white paint of similar tint as the paint samples on the group of first plurality of paint sample cards it is adjacent to.